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TO RUEHC/SECSTATE WASHDC 9557
INFO RUEHBO/AMEMBASSY BOGOTA 3199
RUEHBU/AMEMBASSY BUENOS AIRES 2327
RUEHCV/AMEMBASSY CARACAS 9259
RUEHQI/AMEMBASSY QUITO 0194
RUEHLP/AMEMBASSY LA PAZ APR SANTIAGO 0367
RUCPDOC/DEPT OF COMMERCE WASHINGTON DC
RUEATRS/DEPT OF TREASURY WASHINGTON DC
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USTR FOR AUSTR EEISSENSTAT AND BHARMAN
COMMERCE FOR 4331/MAC/WH/MCAMERON
TREASURY FOR OASIA/INL
WHA/AND, WHA/EPSC, EB/TPP/BTA

E.O. 12958: N/A

TAGS: ETRD ECON EINV PGOV PREL PE

SUBJECT: BUSINESS COMMUNITY LINED UP ON FTA CAMPAIGN

REF: LIMA 1200

¶1. SUMMARY: (SBU) Private sector leaders are ready to begin the FTA public ad campaign beginning on April 10, the day after national elections. Focus groups are already identifying themes and attitudes in provinces to better target audiences about the benefits of a U.S.-Peru free trade agreement. Post outreach efforts will reinforce the private sector's public campaign. End Summary.

Private Sector in Gear, Finally

¶2. (SBU) In a meeting with the Ambassador on March 29, the President of Peru's largest confederation of industry associations (CONFIEP), Jose Miguel Morales, stated that the private sector has coalesced behind a unified strategy to promote the trade accord's approval by the current Congress. Morales indicated that funds have been raised to support the public ad campaign, which will include radio spots in Lima and the provinces. A strategist has been hired and focus groups are now gauging public sentiments. The private sector will also utilize testimonial spots developed by the Trade Ministry, which is unable to publicize them because of a ban on GOP ads during the electoral campaign.

¶3. (SBU) The President of Peru's Export Association (ADEX) conveyed a similar message to EconCouns on March 27, noting that the public campaign in support of the U.S. trade deal is ready to be aired during the second week of April, once the trade deal is signed. His organization had some \$150,000 to fund the campaign.

Complementary Embassy Efforts

¶4. (SBU) AmCham and the Embassy Public Affairs Section are hosting on April 20 as many as 50 journalists from Peru's central and southern provinces for a seminar about the trade agreement. Support for Humala and opposition to the U.S. trade deal is strongest in these areas of the country.

¶5. (SBU) Public Affairs and USAID are working with the Peruvian NGO COPEME (a confederation of organizations that promotes small and medium enterprises) to support a multi-

media outreach campaign that will complement the Peruvian private sector effort. The campaign features local entrepreneurs that export successfully. Beginning April 1 and running through the end of May, the COPEME campaign will focus on audiences in the central and southern rural areas. The campaign will use radio spots, TV coverage and live events to tap Peruvian national pride and entrepreneurial spirit, sending the message that globalization is a fact, and should be seen as an opportunity, not a danger.

Comment: GOP and Private Sector in Sync

¶6. (SBU) We are encouraged by GOP and private sector unison on the signing timeframe (after April 9 election) and the campaign to win approval of the trade accord in the current Congress. The GOP and private sector are coordinating efforts to be ready by next week. Both will need to reverse progress made by trade deal opponents, who have been advocating persistently that the next Congress review and consider the U.S. accord (after the July 28 inauguration).

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